

AMENDMENTS TO THE SPECIFICATION:

Please REPLACE the paragraph [0058] of the Specification with the following amended paragraph:

[0058] Fig. 5 shows a configuration in which the above-mentioned preferable configuration (5) of the present invention is applied to a lighting device of a direct type liquid crystal display device. In this configuration, the lighting device has a structure in which the lighting device has a reflective member 51 provided with a light-reducing treatment 51a on the side opposed to the display side of part of or all of a curved portion of a light source lamp 11, and is constituted such that part of or all of the curved portion of the light source lamp 11 is provided above a region provided with a light-reducing treatment 51a of the reflective member 51. The reflective member 51 provided with a light-reducing treatment 51a may be a reflective sheet with which the region with low light reflectance 51a which is gray, black, or the like, is provided.